



COMPANY PROFILE

Everything Kanpix does, in one place

Technology, marketing, video and creative production, a vetted creator network and Kanpix Learning: the full picture of how we help businesses grow.

Websites

Mobile apps

Software & SaaS

E-commerce

SEO

Meta & Google Ads

Social media

Reels & video

Creators

Learning

Kanpix

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WHO WE ARE

One team across technology, marketing and creative

Kanpix is a Kanpur-based digital company that connects businesses with the **technology, marketing** and **creative talent** they need to grow. Instead of managing five separate vendors, you work with one accountable team, from your first website to the ads and content that bring customers every month.

8

development services

6

marketing services

6+

creative specialties

1

accountable team

What we do



Technology

Websites, mobile apps, SaaS, e-commerce and custom software built to scale with your business.



Marketing

Meta Ads, Google Ads, SEO, social media and WhatsApp marketing that bring measurable leads.



Creative & video

Reels, video editing, photography, design and influencers from a vetted creator network.

Why businesses choose Kanpix

1

One partner, full stack

Development, marketing and creative from a single team instead of five vendors.

2

Vetted creator network

Every creator is reviewed before going live, so you only work with people who deliver.

3

Built for growth

We connect your website, ads and content so results compound month after month.

4

Transparent process

Every requirement is tracked from first message to delivery, with clear reporting.

Development services in detail

What we deliver in every development engagement.



DEVELOPMENT

Website Development

Fast, mobile-responsive websites built by a vetted development team based in Kanpur — from landing pages to full custom platforms.

Custom UI/UX Design

Every layout designed around how your customers actually browse and buy — not a recycled template.

Fast Loading Speeds

Optimized code and images so your site loads instantly, even on 4G/5G in Kanpur.

Secure Payment Gateways

Razorpay, UPI and card checkout integrated safely for e-commerce and service businesses.

SEO-Optimized Structure

Clean markup, proper heading hierarchy and fast Core Web Vitals so Google can find you.



DEVELOPMENT

App Development

Android, iOS and cross-platform apps built in Kanpur — for customers, internal teams, and everything in between.

Native & Cross-Platform

Android, iOS or a single cross-platform codebase — built around your budget and timeline.

Business & Internal Tools

Apps for field teams, inventory, bookings and operations — not just customer-facing products.

Secure & Scalable Backend

APIs and databases built to handle real traffic, not just a demo.

App Store & Play Store Launch

We handle listing, submission and approval so your app actually goes live.



DEVELOPMENT

UI/UX & Product Design

Dashboards, SaaS interfaces and product design crafted around real users by our Kanpur-based design team — not just what looks good in a mockup.

User-Centered Design

Every screen designed around how your actual users will complete their task, not just aesthetics.

Custom Dashboards

Data-dense admin panels and dashboards made genuinely readable at a glance.

SaaS Product Design

Full product design systems for SaaS platforms — from onboarding to core workflows.

Design-to-Development Handoff

Pixel-accurate designs your dev team (or ours) can build from without guesswork.



DEVELOPMENT

E-commerce

Full-featured e-commerce websites — from product catalog to secure checkout — built in Kanpur for brands ready to go online.

Custom Storefront Design

A store designed around your products and brand, not a generic template.

Secure Payments & Checkout

Razorpay, UPI, cards and COD integrated with a smooth, low-drop-off checkout flow.

Catalog & Inventory Management

An easy-to-use backend to add products, manage stock and track orders.

Built to Scale

Handles growing traffic and catalog size without slowing down.



DEVELOPMENT

Custom Software

Custom APIs, internal tools and SaaS products built in Kanpur around your exact workflow — not bent to fit off-the-shelf software.

API Development

Robust, documented APIs that connect your systems and power your apps.

SaaS Product Development

From MVP to full platform, built to bring your product idea to market.

Workflow Automation

Digitize manual, repetitive tasks so your team spends less time on busywork.

Legacy System Modernization

Upgrade outdated software for modern usability, security and cloud hosting.



DEVELOPMENT

WordPress Development

Custom WordPress websites, theme development and plugin setup — built in Kanpur so you can update your own site without calling a developer every time.

Custom Theme Development

A WordPress theme built around your brand, not a bloated page-builder template.

Plugin Setup & Customization

The right plugins configured correctly — for forms, SEO, security and performance.

WooCommerce Integration

Turn your WordPress site into a full online store when you're ready to sell.

Migration & Speed Optimization

Move from another platform, or fix a slow, outdated WordPress site.



DEVELOPMENT

Shopify Development

Custom Shopify themes, app integrations and store setup — built in Kanpur to turn visitors into paying customers.

Custom Theme Setup

A Shopify theme customized to your brand and products, not a stock template left as-is.

App & Payment Integrations

The right apps for reviews, upsells and shipping, plus India-friendly payment gateways.

Catalog Migration

Move your products, customers and order history from your current platform without losing data.

Speed & Conversion Optimization

A faster checkout and cleaner product pages mean fewer abandoned carts.



DEVELOPMENT

Website Audit & Maintenance

We start with a full audit and SEO report — then fix, maintain and improve your existing site on an ongoing basis.

Full Website & SEO Audit

A clear report on what's actually wrong — speed, broken links, SEO gaps, security risks — before we touch anything.

Performance & Security Fixes

We fix what the audit finds first, so nothing new gets built on a broken foundation.

Ongoing Updates & Monitoring

Plugin/core updates, backups and uptime monitoring, handled for you.

Monthly Reporting

See exactly what was fixed, what improved and what's next — every month.

Digital marketing services in detail

Monthly services that bring measurable leads, with clear reporting.



MARKETING Meta Ads

Meta & Facebook campaign setup, audience research and performance reporting — run by a Kanpur-based team measured on results, not just deliverables.

Campaign Setup & Optimization

Ads built and continuously optimized around what's actually converting, not set-and-forget.

Audience Research

Targeting built around who actually buys from you, not just broad demographics.

Lead Generation & Retargeting

Capture interested visitors and bring them back until they convert.

Transparent Performance Reporting

Clear reports on spend, reach and results — no jargon, no hidden numbers.



MARKETING Social Media Management

Content calendars, reels and community management from a Kanpur-based team — keeping your brand active and growing across platforms.

Content Calendars

Planned, consistent posting so your brand never goes quiet.

Reels & Post Creation

Scroll-stopping short-form content built for how people actually browse Instagram and YouTube.

Community Management

Comments and DMs handled promptly so engagement turns into relationships.

Multi-Platform Coverage

Instagram, Facebook, LinkedIn and YouTube managed under one plan.



MARKETING WhatsApp Marketing

Broadcast offers, updates and reminders directly on WhatsApp — set up and managed for you, end to end, by a Kanpur-based team.

WhatsApp Business API Setup

We handle the full Meta Business verification and number registration process.

Approved Message Templates

Offer, reminder and update templates written and submitted for Meta approval.

Broadcast Campaigns

Scheduled or one-off campaigns sent to your customer list, safely and within Meta's limits.

Delivery & Read Reporting

See exactly how many customers received and opened every campaign.



MARKETING SEO & Local SEO

Rank on Google Search and Google Maps for the searches your customers already make.

- ✓ Keyword research and on-page SEO
- ✓ Technical SEO: speed, indexing, schema
- ✓ Google Business Profile optimisation and reviews
- ✓ Service pages, blogs and local citations
- ✓ Monthly ranking and lead reports



MARKETING

Google Ads

Appear at the top of Google the moment someone searches for your service.

- ✓ Search campaigns built around high-intent keywords
- ✓ Call, location and sitelink assets
- ✓ Conversion tracking for calls, forms and WhatsApp
- ✓ Weekly optimisation and negative keywords
- ✓ Clear cost-per-lead reporting



MARKETING

Content & Copywriting

Words that sell across your website, ads, social media and WhatsApp.

- ✓ Website and landing-page copy
- ✓ Ad copy for Meta and Google
- ✓ Captions, carousels and Reel scripts
- ✓ SEO blogs and service pages
- ✓ English, Hindi and Hinglish

Every marketing engagement includes

So you always know what you are paying for and what it is bringing in.

Tracking setup

GA4, UTM links, call and WhatsApp click tracking from day one.

Monthly report

Leads, cost per lead and results in plain language, not jargon.

Review call

A monthly call to review results and agree next month's priorities.

Your ownership

Ad accounts, pages and content stay in your name.

Transparent spend

Ad budgets are paid by you directly to Meta or Google.

Direct line

A shared WhatsApp group with your Kanpix team.

Video content and creative production

Short-form video is how customers discover businesses today. Our vetted creator network handles everything from concept to final edit.



Reels & short-form video

Concept, script, shoot and edit Reels and Shorts that stop the scroll.



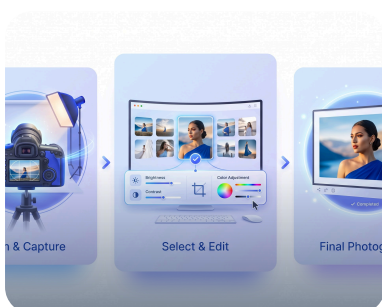
Video editing

Professional editing, captions, motion graphics and colour for ads and social.



Influencer & UGC

Local micro-influencers and UGC creators for authentic, high-converting content.



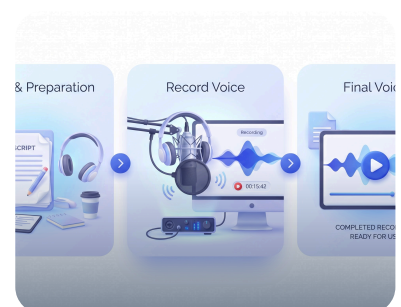
Photography

Product, food, interior and team photography for websites, menus and ads.



Graphic & motion design

Brand identity, social creatives, brochures and animated explainers.



Voice-over & writing

Hindi and English voice artists, scriptwriters and content writers.

Typical monthly video package: a shoot day at your location, 4–12 edited Reels with hooks and captions, cover designs, and posting-ready exports for Instagram, Facebook and YouTube Shorts.

ECOSYSTEM

More than an agency

Kanpix also runs a creator marketplace, a free learning platform and a growing community.



FOR BRANDS & CREATORS

Kanpix Creators

A marketplace of reviewed video creators, editors, influencers, photographers, designers, voice artists and writers.

- ✓ Brands browse profiles, portfolios and starting prices
- ✓ Every creator is reviewed before going live
- ✓ Creators get discovered and receive paid work
- ✓ Hire for one shoot or ongoing content



FREE EDUCATION

Kanpix Learning

Free, practical courses in English and Hindi, with interactive tools, quizzes, tasks and certificates.

- ✓ Digital marketing, SEO and local SEO
- ✓ Instagram, content and copywriting
- ✓ Meta Ads and Google Ads
- ✓ Running a marketing agency



TALENT

Careers

Jobs and internships with Kanpix and partner businesses. Top Kanpix Learning graduates are shortlisted for live client projects.



NETWORK

Community & free tools

A community for questions, tips and updates, plus free tools like the Kanpix resume builder.

Creators you can hire through Kanpix

Every profile is reviewed before going live, with portfolios and starting prices you can compare.

Video Creator

Reel Creator

Video Editor

Influencer

Photographer

Graphic Designer

Motion Designer

Voice Artist

Content Writer

Social Media Manager

UGC Creator

HOW WE WORK

From first call to a growing business

A simple, transparent process, so you always know what happens next.

1

Discover

A free call to understand your business, goals, audience and budget.

2

Plan & propose

A clear scope, timeline and price, with the recommended approach.

3

Design & build

Designs for your approval, then development or campaign setup.

4

Launch

Testing, go-live, tracking setup and handover with training.

5

Grow

Monthly marketing, maintenance and reports to keep results improving.

Ways to work with us

Fixed-price project

For websites, apps and software with a defined scope. Milestone-based payments.

Monthly retainer

For SEO, social media, ads and maintenance. Fixed monthly fee, cancel with notice after the minimum term.

Creator hiring

Hire individual vetted creators for a shoot, a campaign or ongoing content.

Monthly growth plans

GET FOUND

Starter

- ✓ Google Business Profile management
- ✓ 8–12 social posts a month
- ✓ Website care: updates and backups
- ✓ Monthly report

MOST POPULAR

GET LEADS

Growth

- ✓ Everything in Starter
- ✓ Reels every month
- ✓ Meta or Google Ads management
- ✓ Local SEO pages
- ✓ Monthly review call

DOMINATE YOUR MARKET

Scale

- ✓ Everything in Growth
- ✓ Both Meta and Google Ads
- ✓ SEO content every month
- ✓ WhatsApp retention campaigns
- ✓ Priority support

Every plan is priced after a free consultation, based on your goals and the work involved. Ad spend is paid directly to Meta or Google and is not part of our fee. Prices exclude GST.

Frequently asked questions

1 How long does a website take?

Most business websites take 2–4 weeks from kickoff to launch. Larger or custom builds get a clear timeline in the quote before work starts.

2 How long does an app take?

A simple MVP usually takes 4–8 weeks; apps with complex backends take longer. You get a scope and timeline before development starts.

3 Is ad spend included in marketing fees?

No. Ad spend is paid directly by you to Meta or Google. Our fee covers strategy, setup, creatives, optimisation and reporting.

4 When will I see results from SEO?

Google Business Profile improvements often show in 1–3 months; website SEO usually takes 3–6 months and keeps compounding.

5 Do I own my website, accounts and content?

Yes. Your domain, website, ad accounts, social accounts and final content belong to you.

6 Do you work outside Kanpur?

Yes. We are based in Kanpur and work with clients across India and abroad over calls, WhatsApp and video meetings.



NEXT STEP

Let's build and grow **your business**

Book a free 20-minute consultation. Tell us what you want to build or grow, and we'll send a clear plan, timeline and quote.

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